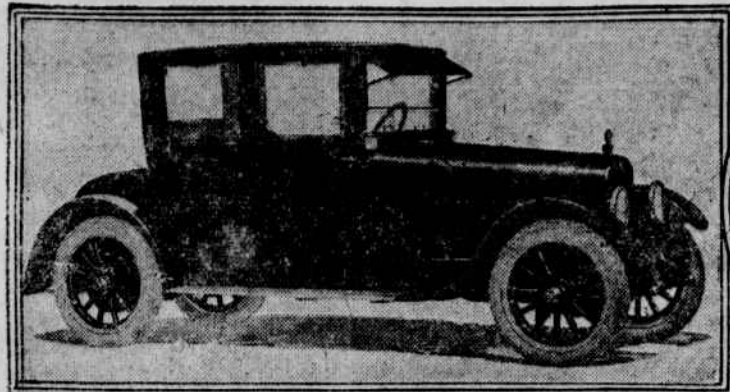
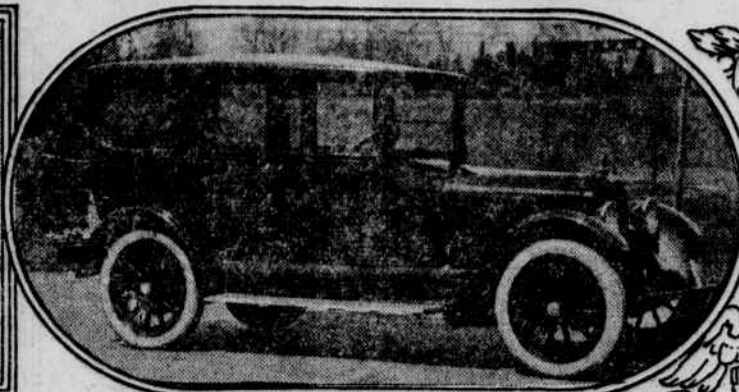


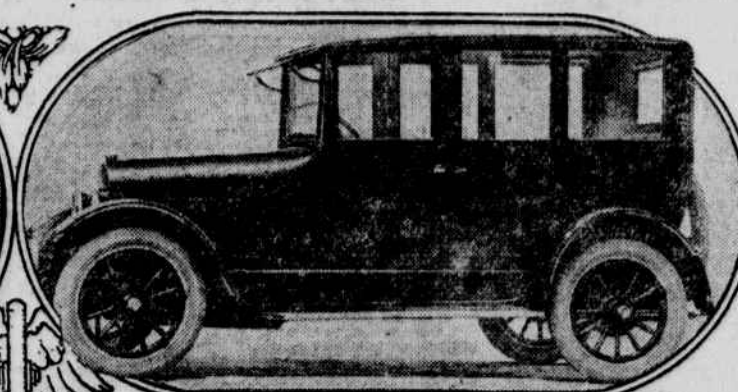
VISIT THE CLOSED CAR SHOW AT THE 12TH REGIMENT ARMORY



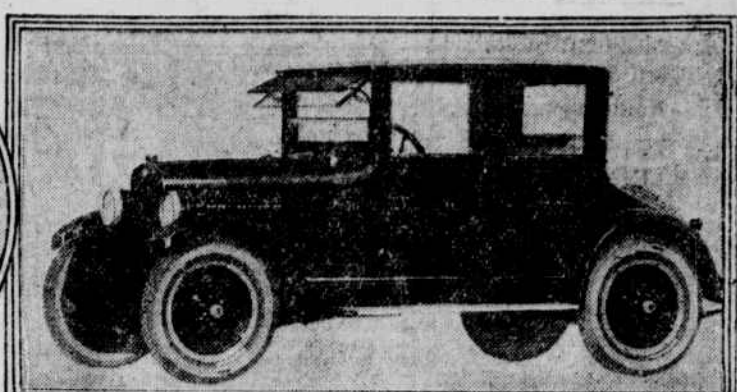
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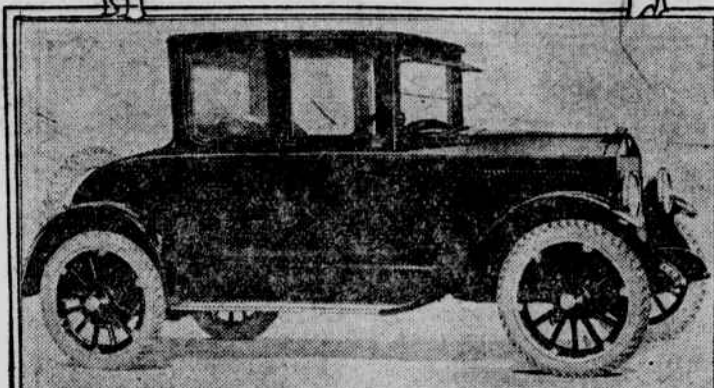
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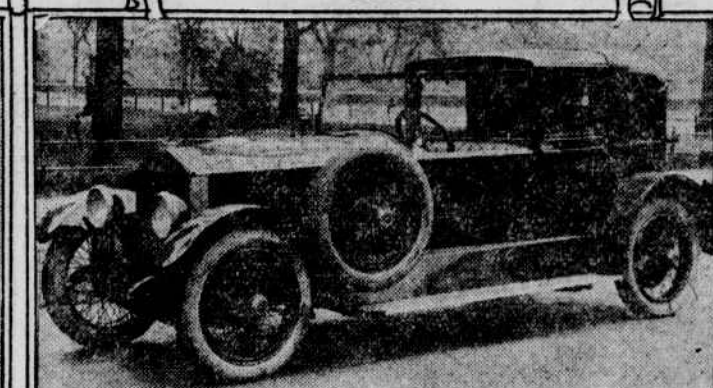
BUICK



MAXWELL



DORR



ROAMER

One of the noticeable refinements noted in all cars is the riding improvements; cushions are deeper, the backs of the seats higher and the cushions tilted at a more comfortable angle. Several of the cars being shown are fitted with divided seats both front and rear. These are generally the sport models of the 4-passenger type, and distributors claim that added comfort is obtained by the use of the seat divisions which also acts as arm rests.

Another marked improvement in body design is the great amount of leg room found in the front seats. Ample space is provided in the new 1922 models for the comfort of the driver and the passenger in the front seat. The gear shift lever and the emergency brake on many of the cars have been lengthened and placed in a convenient position to the driver's right hand. These levers in several of the cars have been slightly shifted to the right, giving still more legroom to the driver.

Special features for the week of the show include: Monday, November 14—Official Opening, 8:30 P. M.; Tuesday, November 15—Army and Navy Day; Wednesday, November 16—World's War Veterans' Day; Thursday, November 17—Society Day; Friday, November 18—Theatrical and Professional Day; Saturday, November 19—Closing Day.

The Great White Arch

Showing unusual enterprise, the Automobile Dealers Association has erected a magnificent arch on Broadway at Sixty-second street to direct the public to their closed car show in the Twelfth Regiment Armory.

This arch, which is about 20 feet wide with a 20 foot cornice and the same height, can be seen from a long distance up and down Broadway and has swinging from its centre a large white arrow which at night is a solid mass of 100 watt tungsten electric light bulbs and points to the armory, which is only 200 feet away. At night a searchlight from the armory will be trained on the arch.

The top of the arch, which is of gold, carries the words "Auto Show," while below it, on a 20 foot cornice 3 feet wide and pure white, are the words "Automobile Dealers Association, Inc." The open latticework pillars are of green with trees and foliage between the pillars. The pillars, which are 10 feet in height, are mounted on 5 foot pedestals. The entire assembly of the arch is classical and extremely striking, and standing in the middle of Broadway and in the heart of Automobile Row, it is a striking object.

First Closed Car Show to Be Held in 12th Regt. Armory

New York Dealers Will Have on Display All Week a Representative Line of Fine Automobiles for All Year Use.

The first closed car show of the Automobile Dealers Association, to be opened at the Twelfth Regiment Armory, corner of Sixty-second street and Columbus avenue, a block from Broadway, tomorrow night, will be something entirely new for motor car owners, drivers and prospective purchasers—something that will please all who come to see the latest creations of the coach builders' art. There is no automobile so beautiful as that with an enclosed body when that body has been carefully designed.

The various makes of cars which are to be exhibited range from the small, economically operated yet good looking car to the most powerful, richly appointed and artistic motor in this country. Between the two extremes will be found closed cars priced to fit every purse, each with its special appeal. There is no one make of car in these days that so far outclasses the rest that it monopolizes the field.

It is in their closed car jobs that the various manufacturers endeavor to show

beauty of design, combined with comfort in addition to simplicity and strength of chassis construction. Just as in every preceding year since the inception of the automobile industry, refinements and improvements have been made in the 1922 cars. Motor improvement looking toward lessening of vibration and elimination of noise has reached a point where a 1922 motor is about as quiet a piece of mechanism as man has ever brought forth. Longer springs, different forms of body suspension, improved tires and deeply upholstered seats add measurably to the comfort of those riding in many of the new cars. It is in the enclosed cars, however, that comfort reaches its highest point.

Not being built with a main view to speed, the closed car jobs are manufactured more to provide the maximum of travelling comfort. There is, of course, plenty of speed in any closed car, but this feature is subordinated to the installation of every device calculated for comfort. Closed cars run in three popular

types, sedan, coupe and limousine.

Not only have closed cars increased in comfort qualities but they have greatly improved in beauty, lines and appointments. They are also manufactured in increased numbers. For some time the builders of cars mechanically correct have seldom been able in any season to produce enclosed cars in sufficient quantities to meet the demand of buyers who have sensed the value built into the year 'round cars. The increased use of enclosed cars and their increased utility have gone forward together, so that to-day we have the closed car show to emphasize further all the good points embodied in these cars and to give the public an opportunity to properly prepare for the winter.

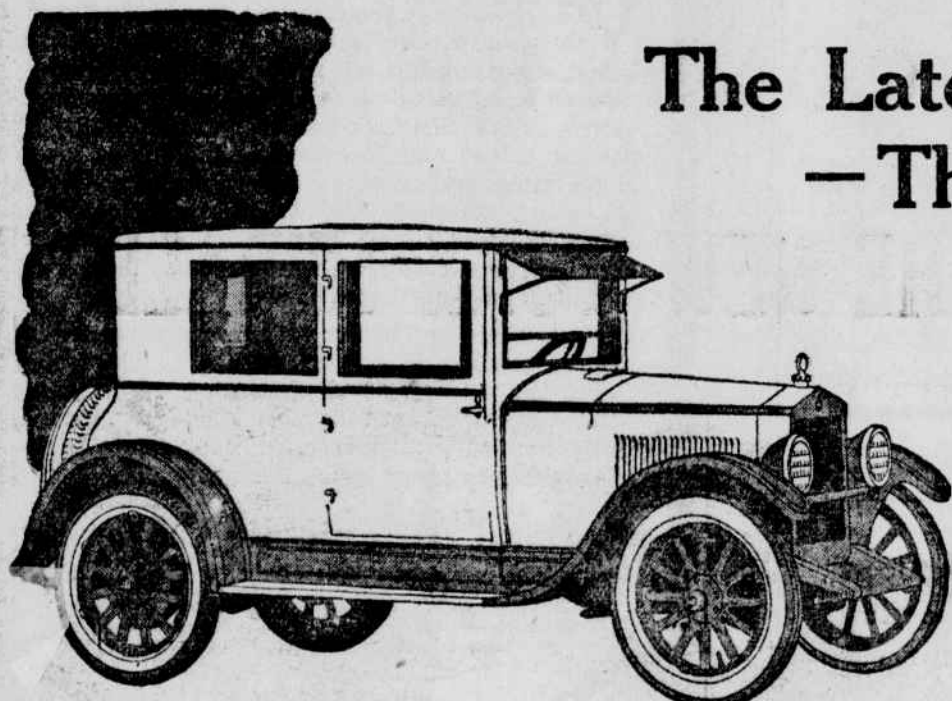
Some years ago closed cars were a novelty and used only for town or city use. To-day the motorist no longer changes his attire or burdens himself with goggles and gauntlets. Assured the comfort associated with a well equipped train, he can use his car where he pleases with ease and convenience. Improved roads have to a great extent encouraged this feeling of comfort and freedom, but the change is accounted for to an even larger degree by the development of the motor car itself.

Until 1916 closed cars were manufactured in very small quantities in comparison with the production of the popular roadster and touring types. The early cars were more or less cumbersome, and it was considered the height of luxury to own one. The average motor car owner considered a closed car

somewhat of a novelty and not practical for long trips. Those who owned closed cars, however, soon came to appreciate their all weather protection. Rather than producing closed cars for the few, manufacturers took in hand what had been a sideline with them and earnestly endeavored to increase the utility and practicability of the enclosed body types. The most important strides in the early progress of closed cars were noticed during the season of 1915-16.

Not only were they greatly improved in beauty, lines and appointments, but they were also manufactured in increased numbers.

While few of the many makes of automobiles on the floor have undergone radical changes in design, many refinements, both in the body and motor construction, are noted. Simplicity is now the aim of the automobile engineers, and with this end in view the new 1922 models are the acme of perfection.



The Latest Essex — The Coach

Five Passenger

\$1495

F. O. B. Detroit

On display at the Closed Car Show, 12th Regiment Armory, Columbus Avenue at 62nd Street, November 14th to 19th.

Closed Car Comforts Open Car Performance

All men who have not felt able to afford closed car comforts will welcome the Essex Coach. We are showing it today.

Come see how well it meets your desires. It is a new type. It has beauty, utility and a price attraction such as no closed car has ever had.

Ideal for Business and Family

It is light and compact. Business and professional men will appreciate its ease of driving and economy of operation. It is also amply large to meet the family need in both city and country service.

In the city it is ideal for shopping and in making calls where a car easy to handle, easy to turn and easy to park is important. Women admire it for those qualities as well as for its beauty and the high standard of its comfort and fittings.

In the country it may be driven over rough roads the same as an open touring car. It is sturdy in chassis and body. Squeaks and rattles are not likely to develop. Door squeaks are prevented by four hinges and fittings for each door that hold them tight and solid at all times.

On the New and Improved Essex Chassis

The new Essex is a smoother, better car in many ways than those earlier models men praise so highly. In addition to the ease with which it carries the Coach body, it also assures long service practically free from annoyance and maintenance expense.

The Coach was built for those who demand such qualities. You will be pleased with it.

Has These Fine Car Details

Dash controlled ventilator.

Wind and rainproof windshield.

Sun visor.

Luggage and tool locker, opened from rear.

Newest type easy operating crank-handle lifts on door windows.

Four hinges on each door and fittings that hold doors solid—very important.

Fine texture, long wearing upholstery and rugs.

Low, deep-cushioned seats for five.

Radiator shutters and motometer for efficient motor control.

Cord tires.

You Cannot Ignore Its Price—\$1495 F. O. B. Detroit

HUDSON MOTOR CAR COMPANY OF NEW YORK, Inc.

BROOKLYN, N. Y.
1423 Bedford Ave.

Broadway at 61st Street, Circle Building

NEWARK, N. J.
306 Broad St.

JAMAICA, L. I.
Bergen and Hillside Aves.

NEW ROCHELLE, N. Y.
567 Main Street

BRONX, N. Y.
2460 Grand Concourse

JERSEY CITY, N. J.
2378 Boulevard

WHITE PLAINS
186-188 Martine Ave.



La Petite Sport Sedan

A Sport Model Closed Car—and the smartest ever built. This Moon La Petite Sedan has been created to satisfy the demand for an out-door car for out-door people. In perfecting it, every detail even to the exceptional colorings that go with such a model, has been studied with the utmost care.

On the open road its lines, its colors, its finish are a perfect symbol of the great American spirit of sport and play.

It reflects the desire of every man and woman for the fun and freedom of Country Club life. It's a car you will be proud of because in conception and finish it is so new, so different, so alluring and yet always correct and appropriate.

Every detail gives evidence of the highest engineering skill and coachwork. Never in its history has the Moon factory sacrificed quality for price and the Moon of today even at its reduced price embodies the latest and most improved mechanical construction, not merely at one or two but at every point.

Combined Engineering Skill of the World

Motor—Continental Red Seal.
Carburetor—Rayfield.
Starter and Ignition—Delco.
Battery—Exide.
Clutch—Borg and Beck.
Transmission—Brown-Lipe.
Universal Joints—Spicer.
Axles—Timken.
Radiator—Feddors—Silver.
Steering Gear—Gemmer

This Moon La Petite Sedan is so smart, so exceptional, so advanced that you should not fail to see it at the Closed Car Motor Show in the 12th Regiment Armory all this week.

CLOSED MODELS \$2785 (All Prices F. O. B. Factory) OPEN MODELS \$1785

Photographic Brochure Sent upon Request

MOON

MOON MOTOR CAR COMPANY OF NEW YORK

WILLIAM J. COGHLAN, President

1875 Broadway, at 62nd St.

Phone Columbus 7718-7719